Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c) of the Internal Revenue Code (Except Private Foundation)

1972

For the calendar year 1972, or fiscal year beginning May 1, 1972, and ending April 30, 1973

Please type, print or attach label. See instruction P.

Name of organization: POINT

Address (number and street): P. O. BOX 99554

City or town, State, and ZIP code: SAN FRANCISCO, CALIFORNIA 94109

Employer identification number (See instruction P): 94-2147154

Date of exemption letter: January 5, 1970

If exemption application is pending, check this block . . ☐

Enter the name and address used on your return for 1971 (if the same as above, write "Same"). If none filed, give reason.
558 SANTA CRUZ AVENUE, MENLO PARK, CALIFORNIA

Enter exemption Code paragraph 501(c) (3)

Part I All Organizations Complete Part I

If line 8 is $10,000 or less, complete only Part I. Do not complete Part II.

Receipts (Revenues)			
1 Gross sales and receipts from all sources, other than shown on lines 5 and 6		490,644	
2 Cost of goods sold			
3 Cost or other basis and sales expenses of assets sold	16,840	16,840	
4 Gross Income—line 1 less sum of lines 2 and 3		473,804	
5 Gross dues and assessments from members and affiliates			
6 Gross contributions, gifts, grants and similar amounts received (see instructions)		4,210	
7 Total—add lines 4, 5 and 6		478,014	
8 Gross receipts for filing requirements tests—add lines 1, 5 and 6	494,854		
Expenses and Disbursements			
9 Expenses attributable to gross income	130,703		
10 Disbursements for purposes for which exempt	268,669	399,372	
11 Excess of receipts over expenses and disbursements—line 7 less sum of lines 9 and 10—Increase or (Decrease) in net worth (see instructions)		78,642	
Assets and Liabilities	Beginning of year	End of year	
12 Total assets	802,200	857,588	
13 Total liabilities	31,037	7,785	
14 Net worth	771,163	849,803	

	Yes	No
15 Have you engaged in any activities which have not previously been reported to the Internal Revenue Service? *If "Yes," attach a detailed description of such activities*		X
16 Have any changes not previously reported to the Internal Revenue Service been made in your governing instrument, articles of incorporation, or bylaws, or other instruments of similar import? *If "Yes," attach a copy of the changes*		X
17 Is this a group return filed on behalf of affiliated organizations covered by a group exemption letter? (See instruction G.)		X
18 Have you filed a tax return on Form 990-T for this year?		X
19 Was there a substantial contraction during the year? (See instruction O.) *If "Yes," attach a schedule for the disposition(s) for the year(s) showing type of asset disposed of, the date(s) disposed, the cost or other basis, the fair market value on date of disposition and the names and addresses of the recipients of the assets distributed*		X
20 Membership organizations enter amount allocated for political purposes		X
21 Clubs exempt under section 501(c)(7) enter amount of:		
(a) Initiation fees and capital contributions included in line 5, Part I		
(b) Gross receipts from general public from use of club facilities included in line 1, Part II (or line 1, Part I, if only Part I is completed) (See instructions)		

22 Enter your principal activity codes from last page of instructions . ECOLOGY 119

23 The books are in care of ▶ POINT

Located at ▶ ABOVE ADDRESS

Name and telephone number of person to be contacted during business hours ▶ LOIS BRAND 928-8469

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief it is true, correct, and complete. If prepared by a person other than taxpayer, his declaration is based on all information of which he has any knowledge.

Date ____ Signature of officer or trustee ____ Title ____

Date ____ Signature of individual or firm preparing return ____

Preparer's address: DONALD FREDERICK MOON, CPA
2600 EL CAMINO REAL
PALO ALTO, CA 94306

Emp. ident. or Soc. Sec. No.: 94-1643551

TAXPAYER'S COPY

Part II Organizations with Gross Receipts of More Than $10,000—Complete Part II

Receipts from Other Sources (line 1, Part I)

1 Gross sales or receipts from all business activities (state nature). *(Attach a statement explaining how each business activity not reported on Form 990–T contributed importantly to your exempt purpose. See instruction J.)*		
Sale of catalogs	452,042	
Less returns	(4,464)	447,578
2 Interest		14,472
3 Dividends		14,797
4 Gross rents		
5 Gross royalties		
6 Gross amount received from sale of assets, excluding inventory items (attach schedule)		13,048
7 Other income (attach schedule—Do not include contributions, gifts, grants, etc.)		749
8 Total gross sales and receipts from other sources. Enter here and on line 1, page 1		490,644

Expenses and Disbursements (lines 9 and 10, Part I)	(A) Attributable to gross income	(B) For exempt purposes
9 Contributions, gifts, grants, and similar amounts paid (attach schedule—see inst's.)		268,669
10 Disbursements to or for members (attach schedule—see instructions)		
11 Compensation of officers, directors, and trustees (attach schedule—see instructions)		
12 Other salaries and wages	38,636	
13 Interest		
14 Taxes	542	
15 Rent	3,894	
16 Depreciation (and depletion) (attach schedule—see instructions)	157	
17 Other (attach schedule)	87,474	
18 Totals. Enter here and on lines 9 and 10, page 1	130,703	268,669

Balance Sheets	Beginning of Taxable Year		End of Taxable Year	
	(A) Amount	(B) Total	(C) Amount	(D) Total
Assets				
19 Cash: (a) Savings and interest-bearing accounts	213,485		138,930	
(b) Other		213,485	26,282	165,212
20 Accounts receivable net		184,695		56,820
21 Notes receivable net (attach schedule)				
22 Inventories				29,339
23 Gov't obligations: (a) U.S. and instrumentalities				
(b) State, subdivisions thereof, etc.				
24 Investments in nongovernmental bonds, etc. (attach schedule)				
25 Investments in corporate stocks (attach schedule)		401,720		600,798
26 Mortgage loans (number of loans _____)				
27 Other investments (attach schedule)				
28 Depreciable (depletable) assets (attach schedule) Equip.	2,300	2,300	2,501	
(a) Less accumulated depreciation (depletion)			157	2,344
29 Land				
30 Other assets (attach schedule)				3,075
31 Total assets (line 12, Part I)		802,200		857,588
Liabilities				
32 Accounts payable		2,510		85
33 Contributions, gifts, grants, etc., payable				
34 (a) Bonds and notes payable (attach schedule)				
(b) Mortgages payable				
35 Other liabilities (attach schedule) Taxes & commissions		28,527		7,700
36 Total liabilities (line 13, Part I)		31,037		7,785
Net Worth				
37 Capital stock or principal fund balance				
38 Paid-in or capital surplus		675,447		675,447
39 Retained earnings or income fund balance		95,716		174,356
40 Total net worth		771,163		849,803
41 Total Liabilities and Net Worth		802,200		857,588

☆ GPO—1973—458-035/37-0746135

POINT
Year ended April 30, 1973

Page 2, Line 6 - Sale of assets

1000 shares Scott Paper Co.	Cost 1-10-72	$ 15,740
	Sold 9-26-72	13,048
Loss on sale		2,692
Loss on disposition of airplane parts		1,100
Total loss on sale of assets		$ 3,792

Page 2, Line 17 - Other expenses

Sales commissions	$ 72,771
Travel and auto	5,725
Office supplies	2,079
Telephone	1,754
Public information	1,445
Legal and accounting	1,285
Other professional services	1,109
In-house projects	153
Insurance	101
Miscellaneous	1,052
	$ 87,474

Page 2, Line 30 - Other assets

Prepaid expense	1,303
Accrued savings and bond interest	1,772
	$ 3,075

POINT

SCHEDULE OF INVESTMENTS AT COST
April 30, 1973
Whole Dollars

STOCKS:	NUMBER OF SHARES	COST
Bankamerica Corp.	400	$ 27,448
Hyster Co.	500	21,831
Standard Oil Co. - New Jersey	400	29,000
Transamerica Corp.	2,000	36,623
American Telephone & Telegraph	400	16,724
The Southern Company	1,500	29,718
Stauffer Chemical Co.	300	12,735
South Jersey Industries	1,200	29,758
Santa Fe Industries	1,000	31,505
Libby Owens Ford	1,000	48,319
American Home Products	200	18,036
American Products Co.	300	15,785
Schering Plough Co.	300	26,371
Textron, Inc.	600	18,806
IBM	100	32,349
Zome Works Corp.	30,000	30,000
Kennecott Copper Corp.	1	29
American Metal Climax	1	34
First National City Corp.	500	38,512
Xerox Corporation	100	16,215
American General Insurance	2,100	39,909
Allegheny Power Systems, Inc.	1,000	23,029
Total stocks		542,736
BONDS:		
R. H. Macy & Co., 5% due 11/15/92 $30,000 par		38,062
Connecticut Light & Power, 7-3/8%, due 12/1/2001		20,000
		$ 600,798

SALES:

1,000 shares Scott Paper Co.	Acquired 1-10-72	$ 15,740
	Sold 9-26-72	13,048
Loss on sale		$ 2,692

POINT
INDIVIDUAL GRANTS
May 1, 1972 to April 30, 1973

Goodworks Collective	$ 6,000
Esalen Institute Schools	1,871
Phillip Wallin	1,000
San Francisco Zen Center	8,000
Zome Works	2,700
Stanford Law School	3,500
Community Sex Information Center	4,200
Center for Environmental Action	1,000
Greg Archibald	560
Life Forum	2,077
Stephanie Mills	6,000
Environmental & Resources Analysis Center	1,000
Barbara Bell	1,500
Hilton Braithwaite	100
Sandy Demarest	1,500
Community Development Fund	1,000
Mats Stegestom	1,000
Ecology Center	4,000
Herbert Kutchins	5,000
Public Advocates	200
Ron Jones	1,000
Life Forum	8,200
Alan Chadwick	2,000
AGAPE	6,200
Henry Goetz	500
Chas. Watson	2,500
Harvey Weese	1,000
Institute For Research Social Behavior	15,000
Peter Sherrill	1,000
Hugh Schwartz	1,000
Selma Monsky	1,000
Loren Sears	1,000
Barbara Richter	1,000
West Vermont Scientists Council for Public Information	600
Womans Legal Center	2,600
Tom Devries	500
Mary Jean Haley	2,100
Alice T. Marlin	11,700
Susan Halas	3,400
Stephen Durkee	1,000
Randy Mudgett	1,000
Ida Strickland	1,000
Jessie Potter	2,000
	119,508

Gay Luce		$ 3,000
Ginetta Sagen		1,500
Paul Spong		4,000
Merle Goldberg		5,000
Larry Sleitzer		4,000
Wm. L. Bryan		6,174
Richard Nilsen		2,000
Margo St. James		5,500
Eileen Hulse		1,000
Peter Berg		750
Bruce Terris		350
John Milton		350
Patsy Evans		500
Bill & Helga Olkowski		1,000
Joan Bradford/Camilla Mitchell		500
Life Forum		44,000
Sierra Club Defense Club		4,829
Council on Economic Priorities		3,300
New Alchemists		2,000
I.L.S. Labs		2,000
Zome Works		2,000
Rain Dance Foundation		500
Indigena		4,380
Turtle Island		1,500
SAR Project		5,000
Environmental Law Society		200
University of Alaska Earth Week Program		500
Alternative Features Service		3,000
Sex Research		500
Wounded Knee		100
Telephone Project		1,840
Alice Tepper Marlin		2,000
Charles Watson		5,000
Bill Bryan		8,500
Toni Ayers		3,600
Maggie Rubenstein		3,600
Mike Phillips		5,000
S. Brynden		5,000
James Morgan		7,500
Carolyn Smith		3,600
Norma Whittaker		15,000
Larry Sleitzer		3,000
Gary Near		10,000
		302,581
Grant funds returned:		
Diane Shugart	$ 2,912	
Escalen Institute	1,000	
Jerry Mander	15,000	
Huey Johnson	15,000	(33,912)
		$ 268,669

FORM 199

CALIFORNIA

EXEMPT ORGANIZATION ANNUAL INFORMATION RETURN

INCOME YEAR 1972

For calendar year 1972 or fiscal year begun May 1, 1972, and ended April 30, 1973

Please use label attached or type or print. See Instruction II

Name: POINT

Address: PO BX 1320

City or: PALO ALTO CA 94302

FTB 2050 (4-68)

04 L
05/29/68
P*2**
5466040

Corporate or Organization Number 5466040

Federal Employer Identification Number 94-2147154

DO NOT USE THESE SPACES

SERIAL NO.

AMOUNT OF REMITTANCE

CY	CA	FA	A	RA

CLASSIFICATION

IND. CODE

PART I. All organizations complete Part I (Unless permitted to file Form 199B, see General Instruction A)
If you are not a private foundation and line 8 is $10,000 or less, only complete Part I. Do not complete Part II

Receipts (Revenues)		
1. Gross sales and receipts from all sources, other than shown on lines 5 and 6 (from line 8, Part II)		490,644
2. Cost of goods sold		
3. Cost or other basis and sales expenses of assets sold	16,840	16,840
4. Gross income—line 1 less sum of lines 2 and 3		473,804
5. Gross dues and assessments from members and affiliates		
6. Gross contributions, gifts, grants and similar amounts received (see instructions)		4,210
7. Total—add lines 4, 5 and 6		478,014
8. Gross receipts for filing requirement tests—add lines 1, 5 and 6	494,854	
Expenses and Disbursements		
9. Expenses attributable to gross income	130,703	
10. Disbursements for purposes for which exempt	268,669	399,372
11. Excess of receipts over expenses and disbursements—line 7 less sum of lines 9 and 10—Increase (or Decrease) in net worth		78,642
Assets and Liabilities	Beginning of year	End of year
12. Total assets	802,200	857,588
13. Total liabilities	31,037	7,785
14. Net worth	771,163	849,803

	Yes	No
15. Have you engaged in any activities which have not previously been reported to the Franchise Tax Board? *If "Yes," attach a detailed description of such activities*		X
16. Have any changes not previously reported to the Franchise Tax Board been made in your governing instrument, articles of incorporation, or bylaws, or other instruments of similar import? *If "Yes," attach a copy of the changes*		X
17. Is this a group return filed on behalf of affiliated organizations (see General Instruction F)?		X
18. Have you filed a tax return on Form 109 for this year?		X

19. Organizations exempt under Section 23701g enter amount of:
(a) Initiation fees and capital contributions included in line 5, Part I
(b) Gross receipts from general public from use of club facilities included in line 1, Part II (or line 1, Part I, if only Part I is completed) (see Fed. Rev. Proc. 71-17)

20. The books are in care of ▷ ..... Telephone Number: .....
Located at ▷ .....

21. Form number of federal form filed 990

22. If you are classified as a PRIVATE FOUNDATION under the Federal Internal Revenue Code, check the appropriate classification:
☐ Private non-operating foundation (30); ☐ Private operating foundation (31); ☐ Private foundation—status undetermined (32);
☐ Non-exempt charitable trust (33).

23. If you were classified as a PRIVATE FOUNDATION in 1971 under the Federal Internal Revenue Code, and have been reclassified as a PUBLIC FOUNDATION, check the following block. ☐ (03). (Attach copy of the reclassification letter)

24. FILING FEE—$5.00 (See General Instruction D). Pay in Full with Return . . . . . $ 5.00
If fee not required, check appropriate box: ☐ Religious ☐ School ☐ Public charity ☐ Controlled by religious organization

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief it is true, correct and complete. If prepared by a person other than taxpayer, his declaration is based on all information of which he has any knowledge.

Date ..... Signature of officer ..... Title ..... State in which signed .....

TAXPAYER'S COPY

Date ..... Signature of individual or firm preparing this return DONALD FREDERICK MOON, CPA
2600 EL CAMINO REAL, PALO ALTO, CA.
Address

ATTACH LABEL HERE

PART II. Organizations with Gross Receipts of More than $10,000 and Private Foundations Regardless of Amount of Gross Receipts—Complete Part II

Receipts from Other Sources (line 1, Part I)

1. Gross sales or receipts from all business activities (state nature). (Attach a statement explaining how each business activity not reported on Form 109 contributed importantly to your exempt purpose. See General Instruction K)	
2. Interest	
3. Dividends	
4. Gross rents	
5. Gross royalties — SEE COPY OF FEDERAL FORM 990 ATTACHED	
6. Gross amount received from sale of assets, excluding inventory items (attach schedule)	
7. Other income (attach schedule—Do not include contributions, gifts, grants, etc.)	
8. Total gross sales or receipts from other sources. Enter here and on line 1, page 1	490,644

Expenses and Disbursements (lines 9 and 10, Part I)	(A) Attributable to gross income	(B) For exempt purposes
9. Contributions, gifts, grants, and similar amounts paid (attach itemized statement)		
10. Disbursements to or for members		
11. Compensation of officers, directors, and trustees		
12. Other salaries and wages		
13. Interest		
14. Taxes — SEE COPY OF FEDERAL FORM		
15. Rent — 990 ATTACHED		
16. Depreciation (and depletion)		
17. Other (attach schedule)		
18. Totals. Enter here and on lines 9 and 10, page 1	130,703	268,669

BALANCE SHEETS	Beginning of Taxable Year		End of Taxable Year	
Assets	(A) Amount	(B) Total	(C) Amount	(D) Total
19. Cash: (a) Savings and interest-bearing accounts				
(b) Other				
20. Accounts receivable net				
21. Notes receivable net (attach schedule)				
22. Inventories				
23. Gov't obligations: (a) U.S. and instrumentalities				
(b) State, subdivisions thereof, etc.				
24. Investments in nongovernmental bonds, etc. (attach schedule)				
25. Investments in corporate stocks (attach schedule)				
26. Mortgage loans (number of loans _____)				
27. Other investments (attach schedule)		SEE COPY OF FEDERAL FORM 990		
28. Depreciable (depletable) assets (attach schedule)			ATTACHED	
(a) Less accumulated depreciation (depletion)				
29. Land				
30. Other assets (attach schedule)				
31. Total assets (line 12, Part I)		802,200		857,588
Liabilities				
32. Accounts payable				
33. Contributions, gifts, grants, etc., payable				
34. (a) Bonds and notes payable (attach schedule)				
(b) Mortgages payable				
35. Other liabilities (attach schedule)				
36. Total liabilities (line 13, Part I)				
Net Worth				
37. Capital stock or principal fund				
38. Paid-in or capital surplus				
39. Retained earnings or income fund				
40. Total net worth				
41. Total liabilities and net worth		802,200		857,588